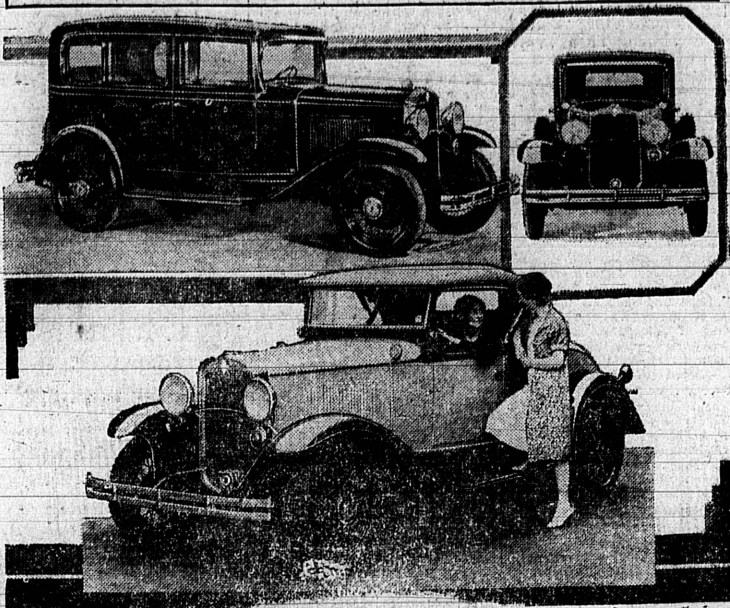


New Chevrolet for 1931



Here are the new Chevrolet Six Models for 1931. At the upper left is the new Sedan. The front end of Sport Coupe is shown at right with the radiator grille, which is a feature of all new 1931 Sport Models. A girl is standing beside the Sport Roadster. The new models have many improvements and refinements. The wheelbase is longer and the car has more power and speed.

NEW 1931 CHEVROLETS, ON DISPLAY NOW, ARE VASTLY IMPROVED AND RE-DESIGNED

"The Great American Value" Car Retains Same Basic Features and Yet Has Been Refined and Modernized to Become a Luxurious Motor That is Priced Substantially Below Present Levels, According to Presentation Announcement by Chevrolet Officials.

Chevrolet's new car for 1931, priced substantially below current levels, is on display this week throughout the nation. Heralded as "The Great American Value," the new car boasts a two-inch increase in wheelbase, larger and roomier bodies by Fisher with standard or broadcloth as optional trimming, and scores of refinements in appearance and performance despite the new prices which bring the level for the 1931 car to a far lower figure than any Chevrolet, four or six, has ever sold.

Dealers throughout the United States put the new models on exhibition this week for the first time, nearly two months in advance of the customary date for the showing of the annual new car. This move in advancing the announcement date, it was felt by Chevrolet officials, would render a distinct contribution to the cause of general business revival by insuring

Price Decline on Chevrolets Noted

DETROIT, Mich.—Prices on the new Chevrolet line for 1931, as announced here this week by President W. S. Knudsen, range from \$475 to \$650 as against \$495 to \$685 for the 1930 car.

Price reductions range from \$20 to as much as \$40. In addition to the price changes in the passenger car line, Mr. Knudsen also announced reductions in the Chevrolet commercial chassis. The commercial chassis has been reduced \$10 to a new price of \$355, and the Sedan Delivery \$20 to a new price of \$575.

extraordinary activity during two normally dull business months for the 200,000 people throughout the United States who depend directly upon Chevrolet for their livelihood.

Scores of Improvements
The 19 domestic production plants of the Chevrolet organization are now in full swing on the new model, according to W. S. Knudsen, president, and shipments are going out to dealers to assure immediate delivery of all models.

Fundamentally the new model embodies the same basic features which, since the introduction of the Chevrolet Six, enabled it to achieve a popularity four times as great as any other six cylinder car. However, scores of improvements and refinements have been made this year—every change designed to increase the smoothness, performance, safety and durability of this latest General Motors model.

Among the improvements are a fully insulated front compartment, easier steering, more durable clutch, smoother and quieter transmission, and liberal use of rustless chromium plate. All models achieve a popularity four times as great as any other six cylinder car. However, scores of improvements and refinements have been made this year—every change designed to increase the smoothness, performance, safety and durability of this latest General Motors model.

Safety Factors Are Stressed
All sport models come equipped with the new and popular chrome-plated radiator grills. All models have smart new wire wheels, with 17 by 19 tires as standard equipment. Hubs are very large, of the concealed bolt type, with hub caps of gleaming chromium plate set off by a black ring circling the Chevrolet emblem in the center. Wheel finishes harmonize with the wide variety of body combinations. Head lamps and tail lamp are fully chrome-plated in the new car. Chrome-plated parking lamps attached to the cowl are standard equipment with all sport models, and the special sedan has front fenders with wells for the two spare wheels. The models equipped with one extra wheel carry the spare in the rear.

Safety factors stressed in the new car include a frame increased 50 per cent in torsional strength, continuance of the gasoline tank in

the rear away from the heat of the engine, and inclusion of a flame arrester in the air cleaner. The two-inch increase in wheelbase has been utilized throughout the line to increase the roominess and comfort of the new bodies. Smart new Duo color combinations, the addition of decorative body features and a head-on appearance extensively changed from the 1930 car combine to make the 1931 model decidedly finer in appearance than any of its predecessors.

The radiator has a larger cooling capacity this year, and is improved in both efficiency and appearance. At the bottom of the shell is a black enameled banded panel surrounding the starting crank hole, which enters through the radiator instead of the splash pan as formerly.

Molding Conceals Hinges
A chrome-plated tie-bar arches from fender to fender across the front of the radiator, and holds in position the parabolic chrome-plated head lamps, as well as the new and popular high-frequency vibrator horn, which is mounted this year just beneath the left head lamp. The splash guard, which formerly extended horizontally from the bottom of the radiator now drops away vertically in the conventional manner.

Front fenders have been raised slightly at the forward end, to achieve a lighter and finer appearance, and the sweep of the rear fenders has been made more pronounced. The hood is longer, with a higher crown in the upper panel. The side hood hinges have been raised to coincide with the body molding, and this molding is continued on through the hood at the hinge line, the molding being so designed that it conceals the hinges.

The new Fisher bodies all have a raised belt line to emphasize the low appearance of the car achieved by the deeper side body panels, with their slight outward bulge. Rooflines are improved by streamlining and by an increase in crown at the front. An outstanding feature of the new bodies is the better vision made possible from the driver's seat by slightly lowering the seat and raising the header bar which runs across the top of the windshield.

Interiors Are Re-Designed
The running board is longer, and narrower at the front end. The running board aprons follow the contour of the body and appear to be a continuation of it. Narrow chrome-plated molding covers all exposed edges. An improved rear end appearance is achieved by a newly designed panel concealing the rear cross member and the gas tank. The black enameled panel is set off by a large chrome-plated filler cap on the tank. The combination rear lamp-and-stop-light is mounted on the left fender instead of the tire carrier as formerly.

The interiors of all bodies have been redesigned to take full advantage of the extra roominess provided by the two-inch increase in wheelbase. The result is a "big car" effect in the interior, just as the added sweep to the exterior body lines creates the impression of a considerably larger car than last year.

Such fine car features as assist cords, ash receivers, arm rests and silk roller curtains harmonizing with the interior trimmings may be found in various models in the line. All sport models have a

larger rear deck to add to the comfort of the rumble-seat passengers. The coach has a compartment for tools beneath the front floor to avoid disturbing rear seat passengers. All closed bodies have the slanted non-glare windshield and the adjustable driver's seat.

Engine Is Improved
All body hardware is newly designed, narrower and neater in appearance. Chrome plate finishes the exterior hardware and nickel plate the interior. All rear doors and the left front door are locked this year simply by slightly lifting the door handles instead of by snapping a separate lever.

The driver's compartment offers extensive changes from last year's car. Instruments are symmetrically grouped on a panel set off by a raised head. Control buttons are black with white letters and a white line rim on their faces. The steering wheel, in three-spoke, instead of four, affording better vision of the instrument panel.

The new steering mechanism is of the worm and sector type, with a reduction ratio of 22:1 instead of 25:1 as formerly, assuring easier and surer control because of the increased ratio and new high grade anti-friction bearings. All open and closed bodies have automatic windshield wipers this year.

The new famous 50-horse power valve-in-head six cylinder engine which Chevrolet introduced in 1928 is retained in the new car in all its fundamentals, although it has been refined for greater rigidity, smoothness and durability. Ribs added to the cylinder block achieve a 43 per cent increase in rigidity with only a one and one-half per cent increase in weight.

Wheelbase Is Longer
The strength of the crankshaft has been increased by the addition of metal in the short arms, which results in greater engine smoothness. Other improvements in the engine include a redesigned clutch housing with the closure at the bottom effected through three instead of one for easier access for adjustment or inspection; cooler running and longer-lived spark plugs; a new rubber boot over the carburetor accelerator pump to exclude water from the pump cylinder and prevent freezing in cold weather; a new leak-proof valve rocker cover for the top of the engine; greater pressure of piston rings against the cylinder walls to assure more effective sealing against leaks; redesigned valve push rods with the spherical socket made integral with the rod to eliminate the extra joint with its consequent possibility of wear and noise; an improved water pump for greater durability; valve springs of variable pitch, assuring tight closure of valves and elimination of spring vibration; a copper mesh air cleaner and flame arrester instead of only a centrifugal cleaner; and a new type crankcase ventilator, combined with an oil filter and provided with an oil separator, which drains off engine fumes through the underpan instead of through the carburetor as formerly.

With the lengthening of the wheelbase to 109 inches, more than two inches longer than last year, the frame has been redesigned, with increased metal applied at advantageous points to effect great safety and rigidity.

Saddest Days of Year Here Again

—That is, for Motorists,
Because of Weather

By the United Press
SACRAMENTO.—The days of slippery streets are here, the saddest of the driving year. Thus might the State Division of Motor Vehicles paraphrase the poet, according to Victor Killick, statistician, who says that accidents from rain and bad weather are now on the increase in California.

Added to the danger of slippery streets is the hazard of falling leaves. If there is anything more dangerous than a water-soaked bluish of leaves to the motorist it hasn't been found. Motorists during the fall and winter months are urged to exercise more than normal care. Brakes should be adjusted and tested, and the driver be doubly on the alert at all times, Killick says.

Thanksgiving Show Will Be Given Here

A unique and unusual program will be given at the Methodist church this coming Sunday evening at 7:30 o'clock. The orchestra under Mr. Hyde's direction, will render several numbers. Mrs. Frank Carr will render a solo, followed by a pageant in three scenes, depicting "Youth in a Search for Adventure Which is Not Vain." Trumpeters will usher in the evening's program. Rev. R. A. Young will preach a message on "Youth's Adventure with Christ."

A LIVE DEAD ONE

SANTA ANA (UP).—There's a dead man lying in the street, said an excited voice over the telephone, the scene, only to find that someone had kicked the dead man, which caused him to get up and run.

Buy Now in Torrance

DATE FOR APPEALS SET

November 26 has been set by the Los Angeles city council for hearing appeals against the confirmation of assessment for the improvement of 24th street, between Normandie avenue and Western avenue, according to Councilman A. E. Henning.

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Today the Chevrolet Motor Company presents the Bigger and Better Chevrolet Six, a new model of the six-cylinder car which has enjoyed such wide popularity.

In both the chassis and body of this new six-cylinder Chevrolet you will find expressed, as never before, Chevrolet's well-known policy of progress through constant improvement.

For—without departing from the basic features which have won the enthusiastic approval of over 2,000,000 buyers—Chevrolet has produced a six-cylinder car which represents an entirely new standard of quality, value and refinement in the low-price field.

Your first impression of the new Chevrolet will be one of striking fleetness, grace and beauty. The car is longer, lower and modernly smart. The radiator has been deepened and its appearance enhanced by a curving tie-bar and chrome-plated parabolic headlamps. The long

hood lines sweep back unbroken to blend gracefully into the new Fisher bodies. And never was Fisher's fine craftsmanship more evident than in the bodies of the new Chevrolet Six!

Not only are the smart, graceful, new bodies roomier and more comfortable, but as you study them you will discover many gratifying new features and pleasing refinements—many examples of that painstaking attention to detail which is the basis of true quality.

Mechanically, too, the new Chevrolet Six is a better automobile. The wheelbase is longer. The frame is stronger. The steering is easier. The clutch is more durable. There is a smoother, quieter, easier shifting transmission. In fact, wherever finer materials and more advanced design could add to Chevrolet quality or increase Chevrolet's traditional economy of ownership—improvement has been made. See the new Chevrolet Six—and you will agree that here is the Great American Value!

» » AT NEW LOW PRICES « «

Chevrolet has long been one of the lowest priced cars in the world. Yet due to the savings of volume production and increased manufacturing efficiency, the Bigger and

Better Chevrolet is offered at new low prices. Come in today. See and drive the new Chevrolet Six. Learn the new economy of owning a modern, fine quality, six-cylinder automobile.

The Phaeton	\$510	The Coach	\$545	Sport Coupe with rumble seat	\$575
The Roadster	\$475	Standard Coupe	\$535	Standard Sedan	\$635
Sport Roadster with rumble seat	\$495	Standard Five-Window Coupe	\$545	Special Sedan	\$650

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